



FOR YOUR INFORMATION

RITA SCHNEIDER

DATE: Oct. 13, 1998

TO: Distribution

SUBJECT: Print Deals - Monthly Flash Report

Attached are LBCo's and Y&R's monthly print flash report based on 1998 magazine deals.

Key Points

We can move to the next contract level with Hearst: current discount level is based on open rate spending between **\$0-\$26.0mm** while actual open rate spending is **\$27.7mm**.

Do not make any changes in publications that are part of Time Inc., Hearst, and Meredith without communicating with Bobbi Asano and myself.

Next Steps

I will need the next update by Nov. 6 (Friday). All 1998 publications will be closed by this date, with the exception of late Jan. weeklies.

The Dec. flash report will highlight 1999 deals. A discount meeting will be scheduled the w/o 11/30 where we will be receiving an update of 1999 anticipated page counts. (PM USA plans will be completed and presented to upper management by that date.)

If you have any questions, please do not hesitate to call.

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October 1998-
REVISED COMMENTSMONTHLY CORPORATE PRINT CONTRACT FLASH REPORT1998 ACTIVITY

Magazine Group	Current Contract Level	Spending as of 10/5	Tobacco \$MM	Kraft \$MM	Additional Considerations	Changes Since Last Update	Comments/Recommendations	Potential New Activity	Probability
Gruner & Jahr	\$26.6-28.6MM	\$26.8	\$5.4	\$21.4					
Hearst	\$0-26.9MM	\$27.7	\$14.0	\$13.7			Recommend moving to \$27MM contract level upon confirmation of spending with Hearst		
Meredith	\$42-45.4MM	\$51.7	\$9.7	\$42.0	share goal of 42% is currently being met	Agreement of additional 5 PM pages is reflected; December KFE insert to run in BH&G and LHJ	Meredith pubs should not be cut		
Reader's Digest	0-54 pages	12.7	0.0	12.7					
Southern Progress	\$0-4MM	\$5.8	\$0.5	\$5.3					

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FLASHXLS

Issued by Media Edge/Young Rubicam

10/9/88

1988 Philip Morris Starcom/Tobacco Print Deals
Flash Update

Magazine Group	Current Contract Level	Spending as of 10/8	Tobacco \$MPGs	Kraft \$MPGs	Miller \$MPGs	Additional Considerations	Changes Since Last Update	Comments/Recommendation	New Initiatives
Time Inc.	\$75MM	\$82.6MM	\$48.7MM	\$27.5MM	\$6.3MM	Kickers	Updated Miller volume in <u>Sports Illustrated</u>	CONTACT STARCOM PRIOR TO ANY CUTS	RECEIVED \$78MM+++ LEVEL WITH ENHANCEMENTS Marlboro Ranch Part 2 Insert reduced to ROB page unit
ALL	-	-	-	-	-	-	-	-	-

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Distribution
PMUSA
R. Camisa
G. Capreol
P. LaRusso
D. Laska
K. Marryshow

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LBCo
A. Ballis
L. Bledsoe
M.A. Foxley
B. Harmon
G. Golub
S. Tomasik
B. White

Y&R
B. Hetrick
G. Janson
F. Smith
V. Torre
J. Tassarò

Kraft
B. Asano
G. Gruneberg

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